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42 Proven and Tested Secret Triggers to Achieving More in the Next 12 Months

By: Kevin Barrett, KJ Barrett and Associates

Forward:

This has been adapted from Dan Kennedy, I have added this Forward. So, be prepared, because when I get on a writing kick, it can be long, but also very direct. That's because I am a little upset with the Business Conditions we are seeing, and I just can't sit by and not do something to help. I have a rather large contact list over 50,000, so I think if even a small percentage them takes up this challenge, we can turn things around. So, this is a call to ACTION.

Some Background, first. I have been utilizing Dan Kennedy's information for over 10 years, with my clients. Second, I have been using CRM systems for close to 20 years and recommending these systems to my clients.

I am a Business & Training Consultant, and having been doing this type of work for 20 years, prior to that I worked for 3M Company for 20 years, one of the most diverse and "Entrepreneurial" companies in the world. I held a lot of positions with 3M covering many different areas, the last 6 years I was basically a Consultant for their customers. We called my position something else, Technical Marketing, was the title we used.

I have found that most Business Consultants come in and help generate ideas and suggestions, to help improve businesses. However, change often does not happen or if it does, it usually does not last for long.

Part of the reason the change does not last, is because, for real change to take place a "Shift" in mind set must take place, and that is where the training part comes in. This training starts with the "Top Down". Often, on a one to one basis, and by me drop some seeds for thought, which when nourished, start to grow.

These seeds for thought are business ideas. Point #12 of Dan Kennedy's Check list below, covers this aspect in a single sentence. Often, some of my best Business and Quantum Shift ideas for my clients, initially go unnoticed, or acted upon. The reason is contained in the first part of #12, they are LIMITED by only trying to grow their income, or CONTROL their costs. Once, the client "Shifts" their "Mind Set", we really begin to see things really start to move forward and move forward FAST. They start to see a larger picture as to what is possible. This is really the exciting time for a business. This is the part I enjoy the most.

Some get it faster than others.

I often use a word for this rigid "Mind Set", and it is another word I have made up. I call this "Psycho-Sclerosis". We all know about Arterial Sclerosis, the hardening of the Arteries that prevents adequate blood flow. Well, Psycho-Sclerosis, is just as fatal to business, and needs to change before we can improve the Blood Flow to business, which is Money Flow.

I have been blessed, I spent over 40 years, working with the best business minds, entrepreneurs and leaders of industry in the world, and in almost every kind of business sector you can imagine. (As an aside, I have created a new word that better suits, where we are now, I call it being a "Creatpreneur" instead of an Entrepreneur. I think it embodies much better what we must do in business. A "Creatpreneur" is a co-creator of Business Ideas, linking and connecting latent Opportunities. In several years I will have that word in the Dictionary.)

At times it amazes me that I can come up with so many ideas for a business, so quickly, it actually looks at time like this is too easy. In reality it has taken a life time of experiences as I listed above. It is often frustrating for me, when I see these connections and solutions, and my clients don't see them as readily.

To see outside of the forest, you have to climb a pretty high tree. When you are on the forest floor, you tend to knock down the brush instead of climbing a tree. Sooner or later a "Forest Fire" comes around to shake the forest into new growth.

Now as you read through these "42 Secret Triggers" from Dan Kennedy, and you get the feeling that this sounds like an brazen sales pitch by Dan Kennedy for his program the Phenomenon™, well it is, but it does not change the truth, accuracy and importance of the Secret Triggers. These triggers have been around for a very long time, and they WORK.

We are in what people are calling "Difficult Economic Times", or a Recession or even a Depression. Well, the "Difficult Economic Times" are only a symptom of the underlining problem or cause. I am going to get a bit philosophical here, but there is reason for this, it is to help us all and remind us all the reason why these Economic Symptom's have cropped up. And why you CAN TURN THIS AROUND, NOW!!!!

This is an "Economic Forest Fire", now it is time for us to start new growth, and rather than wait for the next "Economic Forest Fire", to spurn us into action, we need to take the steps an put in a system that will allow us to control and expand. Does this make any sense? I hope so.

We do not need to wait for any Government Rescue Package, Economic Stimulus Package.....

It is entirely up to us.... And the reason is because the cause for these symptoms is not coming from the Economy.

Let me explain, I BELIEVE, that a "Recession" or "Depression", really stems from a lack of "Creative Business Solution" (I sometimes purposely misspell Solutions by spelling it like SOULutions, just to make this point.)

I will digress a bit, because it will help underline what I am about to say. In the late 80's, I transferred my Business & Training Consultancy to Australia. I also had my own Commercial & Industrial Real Estate Company. At that time Australia was at the Start of a 9 year Recession, which was triggered by the collapse of the Real Estate Market and the lending market. Sound familiar?

It has been my experience that In good times, business rarely, takes the time to insure that the proper "Checks and Balances" are in place. They are too busy making more and more money. After everything is said and done, we call this Greed. I must say very loudly, there is NOTHING WRONG WITH MAKING MORE AND MORE MONEY, but with this comes RESPONSIBILITY, and I mean the "Responsibility of being a good Steward." When making More and More Money is done Responsibly, it is not greed, it just being a good business person.

During these times of Un-Bridled growth, the biggest part of being a responsible Business Person is lost, and that is in the area of "Finding Creative Business SOULutions", to grow our businesses.

We become "Order Takers" and not "Business Makers". So the fall out for these business practices, show up in bad or unstable economics.

In Australia, people needed to find someone to blame, at the time they LOOKED at two culprits. One was the Government (which they replaced) and the other was the "Entrepreneur", for not being responsible. In reality the real culprits were the Banks and Lending Institutions pushing the poor lending practices on to their clients. That is a whole different and involved story, and not needed for getting to where we must go. The people that said they were "Entrepreneurs" were really not "Entrepreneurs". They "Broke" one of the primary rules of being an "Entrepreneur", and that is being a responsible "Steward". So rather than argue, with people what a "True Entrepreneur" really is, I came up with a new word "Creatrepreneur", that embodied this level of "Responsibility".

The point I am making is that as Business People, we need to put in systems that allow us to grow and manage our business, based on taking advantage of "Creative Business SOULutions" and to advantage of "Latent Business Opportunities" already available to us, that we may have over looked.

Somewhat in defense of the "Entrepreneurs" back then and the "Small Business People" today, they have to wear, many "Different Hats", and things tend to slip. That is why we need to have an "Over-all" System in place. Many of you have heard of Michael Gerber, he wrote the "E-Myth", a book that basically, stated work "On your Business" NOT "In your business". Few people know, or even remember, that back in the late 80's Michael almost lost his e-Myth business, because he did not have the proper systems in place. He let others handle it for him and these people "Cheated him"... I know this because I met with Michael in Australia, and that was part of his seminar, pushing more than just working "On your Business". I use a "Real Estate" term, called "Due Diligence". Ultimately, it is up to us as business people to know what is going on at all times. That's where the system comes in.

So, what can we do NOW?

Easy, FIRST, read through the 42 secret triggers of Dan Kennedy, even sign up for Dan Kennedy's Program. Here, is a link to do just that. (I must point out that I am not on the payroll for Dan Kennedy. It is just that he extols and preaches the same principles I do. These principles are vital for business.)

[Dan Kennedy Video for the](#)

Second, consider putting a system in place that will work. This is where I can help, and I do gain financially by recommending my friends at "InfusionSoft" and their CRM Solution... Actually, I am trying to get them to use my spelling of SOULution as I believe in engenders the concepts and practices for the "Creatrepreneur".

[InfusionSoft Free On-Line Demo](#)

KJ Barrett & Associates

Why these TWO STEPS?... Dan Kennedy can help get the "Mind Set" Straight...

and "InfusionSoft" gets the system in place to get your business to grow. If you do one and not the other, you will not see the Quantum Shifts we need to see in business.

Oh, I don't want to sell myself short either, I can also help you get the "Mind Set" Straight and with generating "Creative Business SOULtions and Opportunities". I am just following "Trigger #26."

I mentioned earlier that I have been using CRM type products for around 20 years and I have recommended these systems to my clients. Some of the systems had price points outside of my reach as a small business person, but fit beautifully for the type and size of business I was working with. The two products I have used and recommended to small businesses and I used myself were Gold Mine and Maximizer. I still use Maximizer, now.

However, I have been faced with moving my business from a strictly face to face model, to a predominately On-Line Business, mixed with face to face. The systems I used were able to handle this but not as smoothly as I would like. Earlier, this year, I came across InfusionSoft, through my associations with Michael Gerber, Jay Abraham and through the use of Dan Kennedy's program. This is the system that those guru's are using. I am now, moving over to InfusionSoft for my system.

O.K., I warned you at the start that I can get carried away, when I get writing something. I get carried away because I feel so Passionate about these topics...

So, here are Dan Kennedy's (I Have left Dan's message intact, Bold, Times Roman, and all, It's his style)

42 Proven and Tested Secret Triggers to Achieving More in the Next 12 Months

&

[Remember to Visit my Friends at InfusionSoft for a Demo](#)

1. You can't let your past control your future.
2. You trigger The Phenomenon™ by not waiting until you're ready **or** qualified **or** **have all the resources you need. You Start.**
3. Ignore whatever you lack and focus **on using** what **you've got.**
4. **No business is different. The same success principles apply.**
5. What seems **to be the** worst **thing ever** to happen **to you can be the best thing!**
"In every adversity lies the seed of equal or greater opportunity and achievement."
— Napoleon Hill
"You create your own reality." — Lee Milteer
6. **Failure is NOT** pennant.
7. You PREPARE for **The Penomenon™** through **the acquisition of relevant knowledge.**
8. **The most** important business knowledge is 'marketing.'
9. **You** trigger The Phenomenon™ by **ACTING on** your ideas.
10. **It doesn't** matter **how long you've been** "**plodding along**" — **you can go from slow to fast...you can change everything in 12 months....because....**
11. Most businesses and careers contain hidden or overlooked opportunities

12. A business owner remains limited **by his own narrow definitions and** only tries to **grow his income** — **an entrepreneur expands his income by** connecting many opportunities
13. Most businesspeople incorrectly think success is most closely linked to having the best products or services or unique products or quality or service or — worst of all— to hard work. They don't understand that the critical element is truly understanding direct marketing
14. **You trigger The Phenomenon™** with a marketing SYSTEM
15. You trigger The Phenomenon™ by being open to new opportunities
16. **You trigger The Phenomenon™ with bold action**
17. Having a great marketing system for your business isn't just about making money. It's about LIBERATING YOURSELF.
18. **You set the parameters for your own Phenomenon. It's not just about making money. It's about how you make your money.**
19. A powerful trigger for The Phenomenon™ is finding the great opportunities you may be overlooking, that wait right where you are, in your present business, your hobby, your talents. ..instead of looking afar for resources you feel you lack.
20. Before you can experience The **Phenomenon™**, you have to DECIDE what you **want to be** different.
21. When you change the way you think about your own possibilities, you can then change your circumstances
22. You have to “set things in motion”...
23. The Phenomenon™ requires ASSOCIATION with other entrepreneurs, mentors, coaches and expert advisors who provide relevant information, ‘blueprint’, guidance and encouragement. You need a ‘support system.
24. **You have to be willing NOT to wait to have all your ducks in a row or all your questions answered, even to create chaos. You trigger The Phenomenon™ when you start before I'm ready.**
25. You can trigger The Phenomenon™ at any time, under any circumstances, with your own DECISIONS.
26. **Avoid UNDER-VALUEING yourself, your knowledge, your service. (Most entrepreneurs are fearful and timid about ‘price’ and underestimate both the value of what they can provide and the price others will gladly pay)**
27. “No Waiting”. **Do NOT wait for ‘the right time.’ MAKE this the right time. Act on your ideas and intentions.**
28. **Changes in ‘Transaction Size’ can trigger The Phenomenon™. You can get where you want to go faster by taking bigger steps.**
29. Why not create an extraordinary business instead of an ordinary one? **Doing** so allows you to successfully sell at prices or fees and profit margins substantially higher than your industry norms or competitors.
30. ‘Qualifications’ are **far less important than ‘value delivered.’ The Phenomenon™ triggered by bringing great value to others.**
31. Don't wait for permission from some authority **to do what you want to do, to act on your ideas. Give yourself all the permission you need to act** — not wait for **anybody** else.
32. **When you find opportunity, refuse to let it get away!**

33. Finding and associating with **the right people is a** critically important trigger of **The Phenomenon™**.
34. **The Phenomenon™ can be triggered by giving yourself permission to find an entirely new and different way to deliver what you know or do, in a way that is more pleasing to you.**
35. **You** maybe only one **courageous decision away from The Phenomenon™**
36. **You** are **most likely to** experience **The Phenomenon™ by personal COMMITMENT to speed. Most people settle for 'slow' too easily!**
37. ANY inspiration-to-action can trigger The Phenomenon™!
38. **Most people** already possess **the 'raw material' they need to create the life they really want.**
39. There is more than one way to operate every business, deliver every service, market every product or capitalize on every talent, ability and knowledge. If the model you're using now isn't getting you where you want to go, find a different 'model'.
40. ASSOCIATION with others who **have** a broader, **more creative** perspective on business **and** who are achieving **the kinds of** success, speed **and** lifestyle **that you aspire to can** trigger **The Phenomenon™**.
41. It is not what others think that matters most. It is what YOU DO that triggers The Phenomenon™.
42. **Many types of action** serve to trigger **The Phenomenon™**. AGGRESSIVE action is certainly **one of them**. AGGRESSIVE pursuit of and acting on information specifically related to your goals, from valid sources, from people who've accomplished what you'd like to achieve, can trigger The Phenomenon™ in your life!

Again, remember to see Dan Kennedy's Video's on his new Program [The Phenomenon™](#) and to sign up for a [Free On-Line Demo for the System.](#)

Now is right time to take action for your business, while everyone else is complaining and pointing fingers at the Government, Banks, or Entrepreneurs for these times.

Get to the cause and Grow your business.

I look forward to seeing your businesses grow from the seeds planted....

To your success,

Kevin Barrett

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